

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



# 1881 Cole's Anniversary Offering of the Finest Selected Nursery Stock 1931

Everything That's Good and Hardy



**Weigela Eva Rathke**  
(Weigela alba pendula)  
Probably our most profuse flowering shrub. Large, drooping sprays covered with and thickets of flowers. Semi-dwarf.  
18 to 21 in., reg. 50c; special, 40c each.  
2 to 3 ft., reg. 1.00; special, 75c each.  
3 to 4 ft., specimens, reg. \$1.00; special, 75c each.

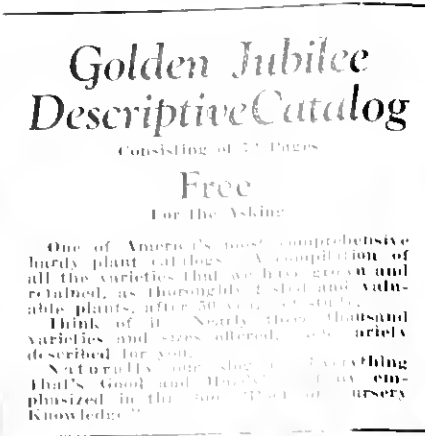


**Weigela Rosea**  
Beautifully variegated, and so far bushy, making it a fine choice for a profusion of glorious pink bloom. Tall.  
2 to 3 ft., reg. 50c; special, 40c each.  
3 to 4 ft., reg. 1.00; special, 75c each.  
4 to 5 ft., specimens, reg. 1.00; special, 75c each.



**Weigela Rosea**

**Golden Jubilee**  
*Descriptive Catalog*  
Consisting of 72 Pages  
**Free**  
For the Asking  
One of America's most comprehensive hardy plant catalogs. A complete list of all the varieties that we have grown and rebated, as thoroughly listed and valuable plants, after 30 years of experience. Think of it! Nearly three thousand varieties and sizes, all carefully described for you. Naturally our catalog is something that's good and hardy. It's our pleasure in the service of our nursery knowledge.



**Weigela Rosea**

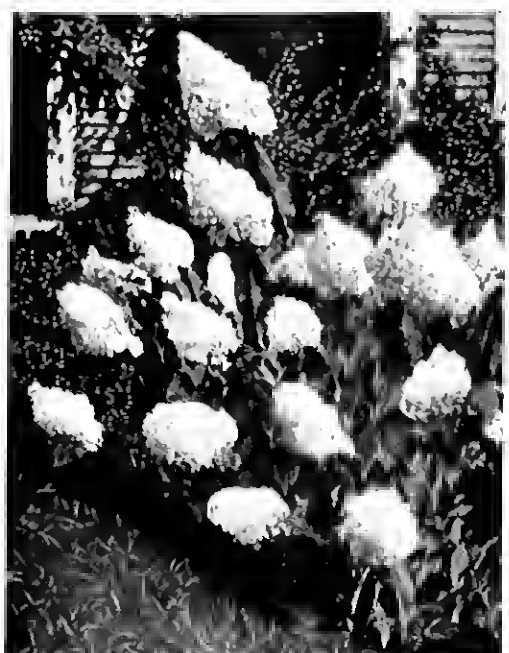


**Weigela Rosea**

**Hydrangea P. G.**  
(Peegee)  
Glorious in late summer with mammoth clusters of snow white flowers turning to pink and bronze. Semi-dwarf.  
18 to 21 in., reg. 50c; special, 40c each.  
2 to 3 ft., reg. 1.00; special, 75c each.

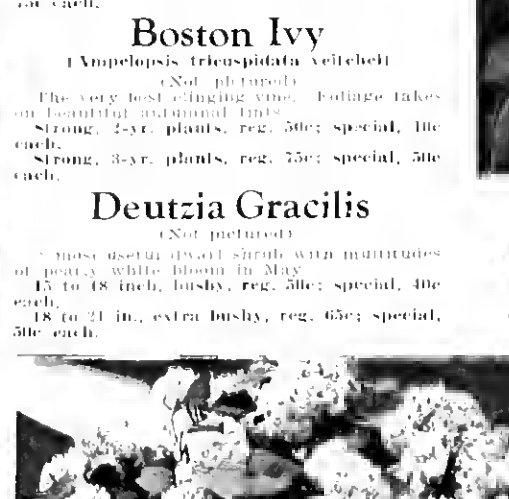


**Weigela Rosea**



**Weigela Rosea**

**Common Purple Lilac**  
(Syringa vulgaris)  
Loved by everyone from their remembrance of it in their mother's garden. Tall.  
2 to 3 ft., reg. 50c; special, 40c each.  
3 to 4 ft., reg. 1.00; special, 75c each.  
4 to 5 ft., very bushy, reg. \$1.15; special, 75c each.

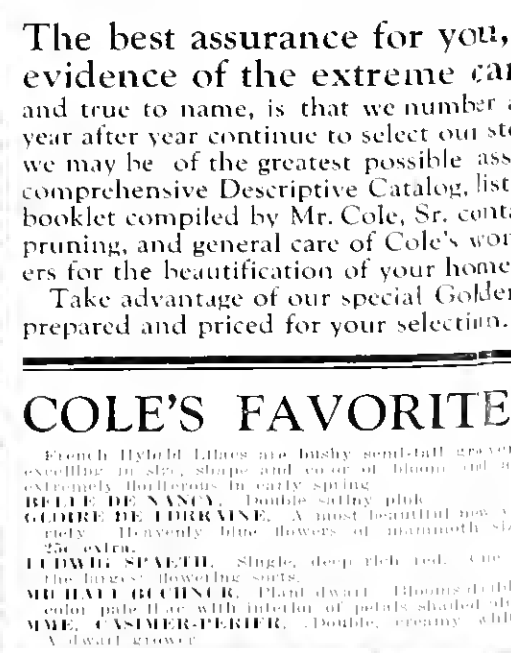


**Weigela Rosea**

**Boston Ivy**  
(Ampelopsis tricuspidata velutella)  
(Not pictured)  
The very best clinging vine. Foliage takes on beautiful autumnal tints.  
Strong, 3-yr. plants, reg. 50c; special, 40c each.  
Strong, 3-yr. plants, reg. 75c; special, 50c each.



**Weigela Rosea**



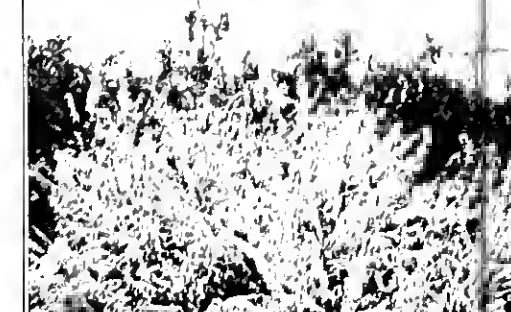
**Weigela Rosea**

**Deutzia Gracilis**  
(Not pictured)  
A most useful dwarf shrub with multitudes of pure white flowers in May. Tall.  
15 to 18 in., reg. 50c; special, 40c each.  
18 to 21 in., extra bushy, reg. 65c; special, 50c each.

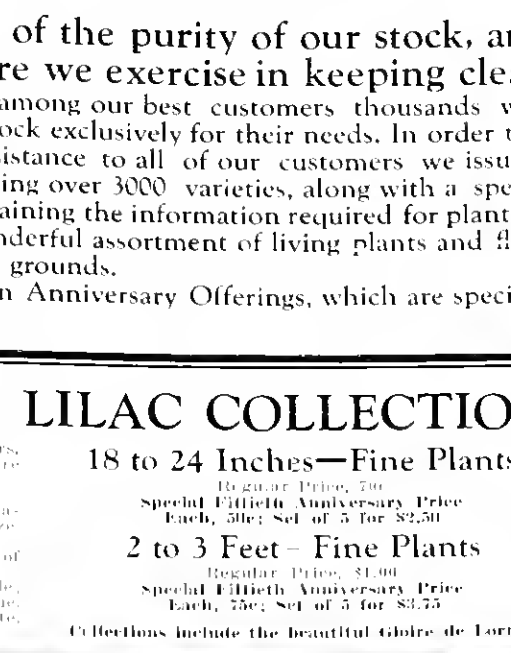


**Weigela Rosea**

**Snowhill Hydrangea**  
(Viburnum grandiflorum)  
Round, compact shrub with grand healthy foliage. July and August. Semi-dwarf.  
18 to 21 in., reg. 50c; special, 40c each.  
2 to 3 ft., reg. 65c; special, 50c each.  
3 to 4 ft., reg. \$1.00; special, 75c each.



**Weigela Rosea**



**Weigela Rosea**

**Spirea Anthony Waterer**  
Probably our most popular dwarf shrub. Best in June but continues all until frost.  
18 to 21 in., reg. 50c; special, 40c each.  
2 to 3 ft., reg. 75c; special, 50c each.  
3 to 4 ft., extra bushy, reg. \$1.00; special, 75c each.



**Weigela Rosea**

**Spirea Thunbergii**  
Graceful, leafy foliage. Very early blooming, semi-dwarf.  
2 to 3 ft., reg. 50c; special, 40c each.  
3 to 4 ft., reg. 75c; special, 50c each.  
4 to 5 ft., reg. \$1.00; special, 75c each.



**Weigela Rosea**



**Weigela Rosea**

**Japanese Flowering Quince**  
(Elaeagnus japonica)  
Most attractive semi-dwarf shrub with a glowing mass of bloom in early spring.  
18 to 21 in., reg. 50c; special, 40c each.  
2 to 3 ft., reg. 75c; special, 50c each.

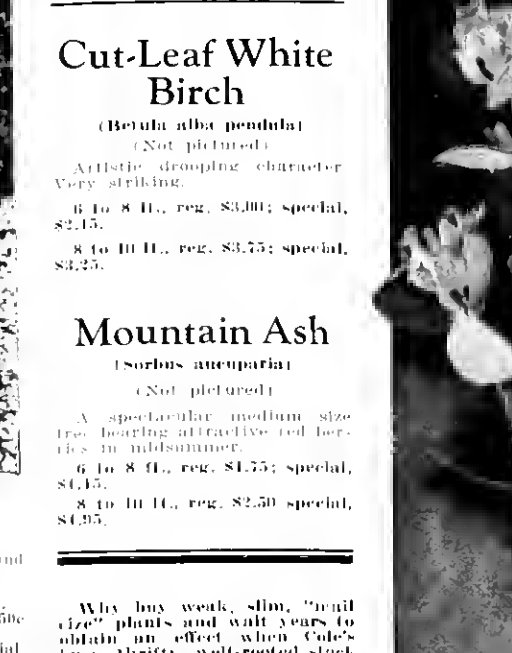


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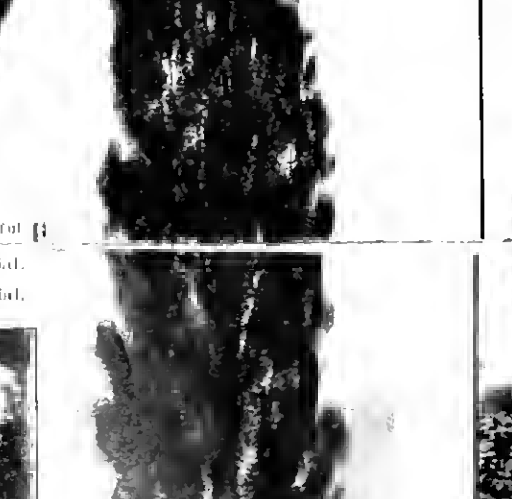


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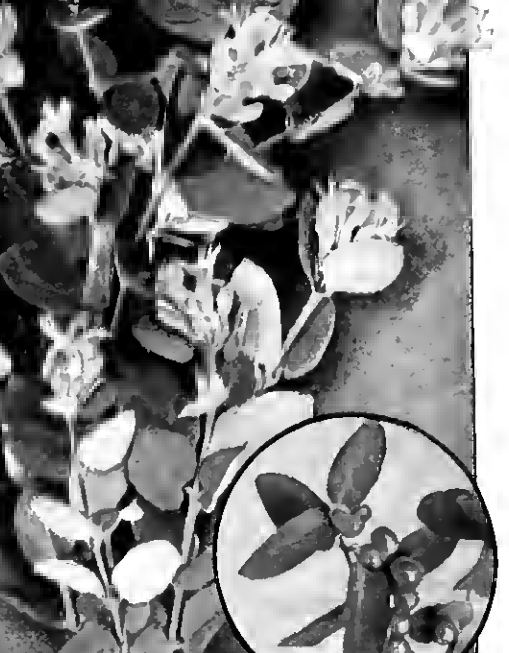


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Cole Nursery Co. Painesville, Ohio

**Cut-Leaf White Birch**  
(Betula albo pendula)  
(Not pictured)  
Artistic drooping character. Very striking.  
6 to 8 ft., reg. \$3.00; special, \$2.15.  
8 to 10 ft., reg. \$3.75; special, \$2.75.

**Mountain Ash**  
(Sorbus aucuparia)  
(Not pictured)  
A spectacular medium size tree bearing attractive red berries in midsummer.  
6 to 8 ft., reg. \$1.75; special, \$1.45.  
8 to 10 ft., reg. \$2.50; special, \$1.95.

**Bridal Wreath**  
(Spiraea Van Houttei)  
The old favorite, glorious in its grace and grandeur. Tall.  
Cole's Extra Special 50th Anniversary offering.  
3 to 4 ft., reg. 60c; special, 40c each.  
4 to 5 ft., extra bushy, reg. 75c; special, 50c each.  
5 to 6 ft., specimens, reg. \$1.25; special, 75c each.

**Hall's Japanese Honeysuckle**  
(Lonicera halliana)  
Foliage nearly evergreen. Most useful of the trailing vines in climbing vines.  
Strong, 3-yr. plants, reg. 50c; special, 40c each.  
Strong, 3-yr. plants, reg. 75c; special, 50c each.

**Silver Lace or Chinese Fleece Vine**  
(Polygonum aubertii)  
A most wonderful hardy new introduction that has practically displaced the popular old Clematis paniculata. Its great popularity is explained by the fact that we sell a twelve thousand (12,000) plants last year (the third year with us).  
Strong 1-yr. plants, reg. 50c; special, 40c each.  
Extra fine, 2-yr. plants, reg. 65c; special, 50c each.

**Lombardy Poplar**  
(Populus nigra italica)  
Remarkably picturesque as pillars or screens.  
8 to 10 ft., reg. \$1.25; special, 90c each.  
12 to 15 ft., reg. \$2.75; special, \$1.95 each.

**Japanese Flame Azalea**  
(Azalea mollis)  
Grows thickly when planted in peaty soil. Dwarf.  
10 to 15 in., reg. 50c; special, 40c each.  
15 to 18 in., extra bushy, reg. \$3.00; special, \$2.50 each.  
2 to 2 1/2 ft., specimens (20 to 30 flower buds), reg. \$3.50; special, \$3.00 each.

**VIGORO**  
The Complete Plant Food  
A fine, balanced fertilizer; clean, odorless and easy to apply. Directions for use with every package.  
10-lb. bag for \$5.00.  
25-lb. bag for \$8.00.  
50-lb. bag for \$13.75.  
Vigoro is prepared only in our Cleveland trucking unit. Elsewhere freight collect.

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**Rosy Tatarian Honeysuckle**  
(Lonicera tatarica rosea)  
Flowers in May and June followed by attractive bright red berries in fall.  
2 to 3 ft., reg. 50c; special, 40c each.  
3 to 4 ft., reg. 65c; special, 50c each.  
4 to 5 ft., reg. 85c; special, 75c each.

**Purple-Leaf Plum**  
(Prunus pissardi)  
Small tree, fine for color, massing or single specimens.  
2 to 3 ft., reg. 50c; special, 40c each.  
4 to 5 ft., reg. 90c; special, 75c each.  
6 to 7 ft., reg. \$2.00; special, \$1.40 each.

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# America's Finest Roses

1881

# Cole's Anniversary Offering

1931

Everything That's Good and Hardy

## Newest and Exceptional Roses



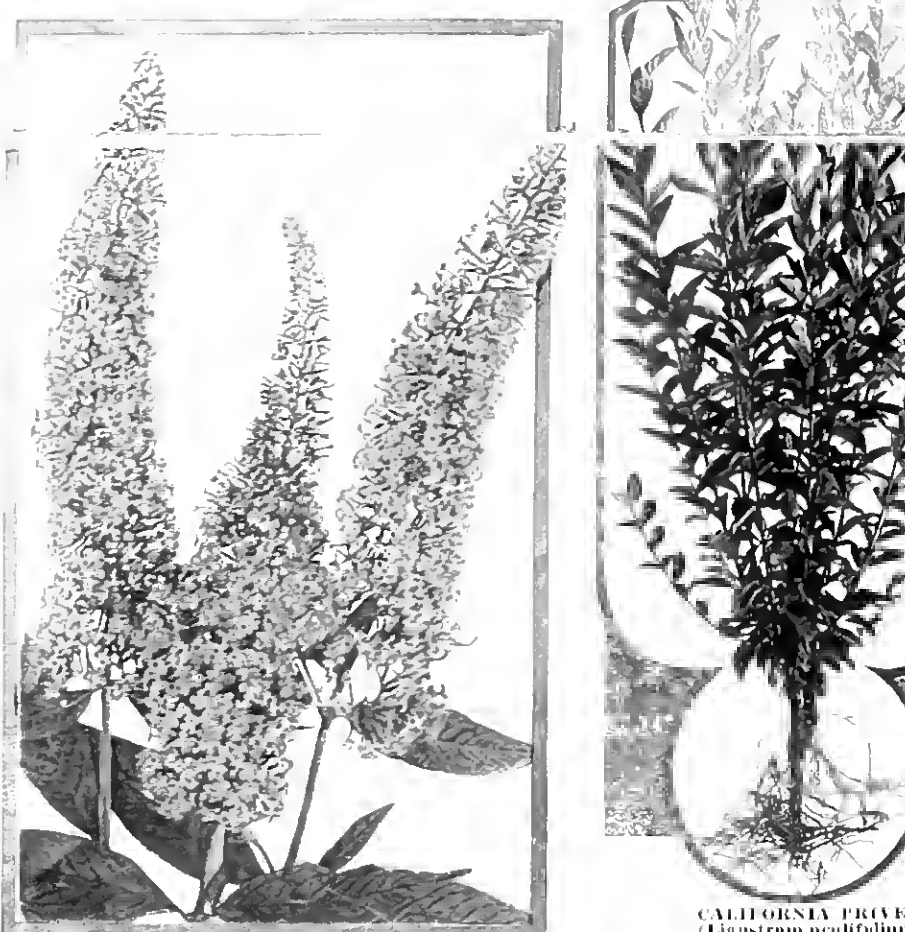
Peace Karl Druschki (Perpetual) Souf, de Claudius Permet (Tea) Sensation (Tea)



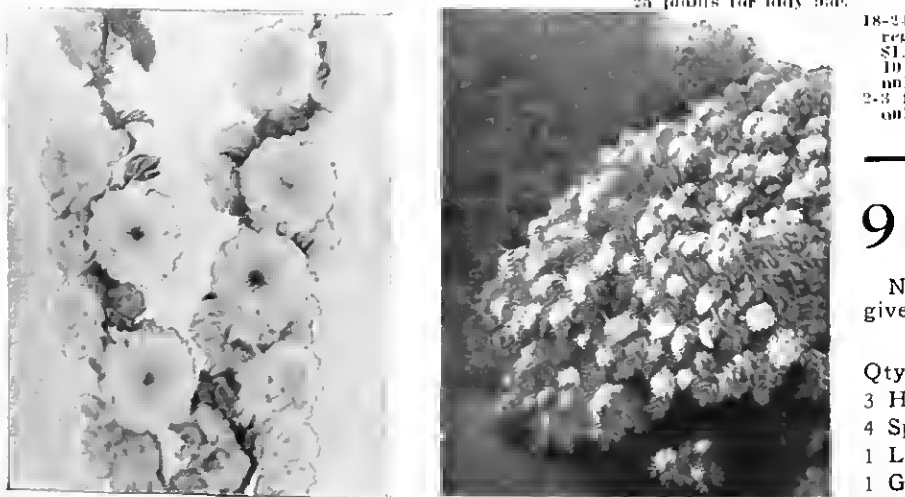
Miss Lillian Armstrong (Tea) Betty (Tea) Lady O'Hara (Tea)



James Earl Helen (Tea) Mme. Albert Barbier (Perpetual)



CALIFORNIA PRIVET (Ligustrum ovalifolium) The most popular hedge plant. Glossy green foliage. Semi-evergreen. Cole's 20th Anniversary Friendship Offer. 12-18 in. strong, reg. 25 for \$1.25; special, 25 plants for only 95c.



PINK ALMOND (Prunus glabra alba) A glorious burst of bloom in early spring. Semi-dwarf. 18-24 in. bushy, reg. 60c; special, 50c each. 2-3 ft., very bushy, reg. 90c; special, 75c each.

GOLDEN ELDER (Sambucus aurea) Our only worth-while fall growing golden-leaved shrub. Very striking. Tall, 2-3 ft., bushy, reg. 60c; special, 50c each. 4-5 ft., extra heavy, reg. 90c; special, 75c each.



Falsionn (Tea) 70 grade, \$1.75 each. Medium grade, \$1.25 each.



Paul's Scarlet Climber.

## Cole's Golden Anniversary Shrubs

Shrubs form the greater part of attractive plantings, and with careful placing and selection of varieties they will become the most treasured beauties of your outdoors, around the foundation of buildings, along the edges of the building lot and in occasional clumps along walks and drive-ways.

After fifty years of work and study is it any wonder that we feel we have acquired the necessary fundamentals regarding the proper handling of plants, and how they should be planted? We will gladly send you information regarding the proper selection of your plant material for the using.

### Everything That's Good and Hardy

## 9 Beautiful Varieties

Nine (9) beautiful varieties (22 Shrubs) that will give you the same effect as illustrated.

### FOUNDATION PLANTING

- Qty.
- 3 Hydrangea P. G., 18 in.
  - 4 Spirea Van Houttei, 3 ft.
  - 1 Lilac, 3 ft.
  - 1 Golden Elder, 2 ft.
  - 3 Weigela, Abel Carrieri, 2 ft.
  - 4 Deutzia Gracilis, 18 in.
  - 2 Japanese Barberry, 18 in.
  - 1 New Red-Leaved Barberry, 15 in.
  - 3 Spirea Thunbergi, 2 ft.

For fifty years The Cole Nursery Co., has stood as a Standard of Quality. We have adopted a policy of co-operation, both with nature and with our customers which has met with gratifying success throughout the years.

From a humble beginning, our nurseries have steadily pushed forward from the small rear garden patch growing a few hundred plants, to an organization of 700 acres now providing millions of plants annually for our friends living in the City, Farm and Suburban Homes.

Gratified as we are of our continued growth and success, since 1881—this Golden Jubilee year we are offering our many friends an opportunity of securing high quality Roses, Shrubs, Perennials, Evergreens, etc., at unusually attractive prices—made possible through our ability to produce enormous quantities and furnish living nursery stock to equal or surpass anything you can buy elsewhere.

Take advantage of our Golden Anniversary Bargains—You Will Save Money.

## Cole's Supreme Everblooming Roses

Cole's 2-year EXTRA (the finest plants obtainable), except as noted, each, 75c.

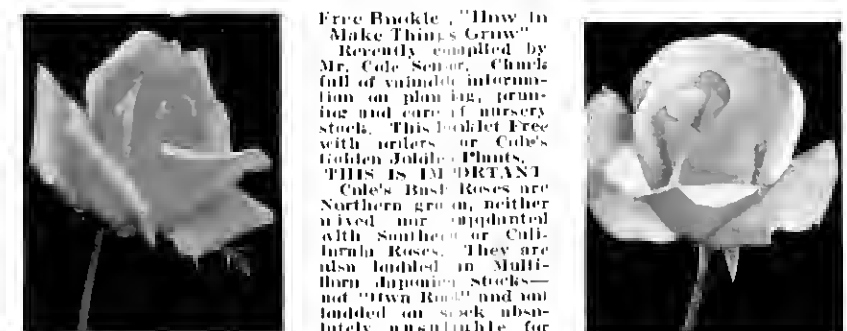
Offer R-23A. Your choice of any six EXTRA grade 75c Roses, except the six sensational New Roses, for only \$1.20.

Offer R-23B. Your choice of any twelve EXTRA grade 75c Roses, except the six sensational New Roses, for only \$7.80.

Cole's 2-year medium. As fine as most "first grade" Roses, except as noted, each, 50c.

Offer R-24. Your choice of any six medium grade 50c Roses, except the six sensational New Roses, for only \$3.00.

Offer R-25. Your choice of any twelve medium grade 50c Roses, except the six sensational New Roses, for only \$18.00.

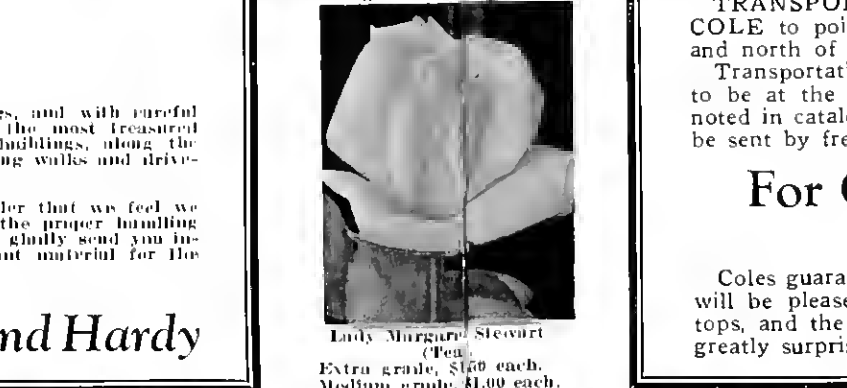


Rev. F. Page-Roberts (Tea) Extra grade, \$1.50 each. Medium, \$1.00 each.

Mrs. Henry Morse (Tea) Extra grade, \$1.00 each. Medium, 75c each.



Lady Margaret Stewart (Tea) Extra grade, \$1.50 each. Medium grade, \$1.00 each.



Extra grade, \$1.50 each. Medium grade, \$1.00 each.



President Herbert Hoover (Tea) Extra grade, \$7.00 each. Medium grade, \$4.50 each.



Mrs. E. P. Thom (Tea).

## Delivery Paid by Cole Nursery Co.

In addition to our great Golden Jubilee Price Reductions we are giving you another generous reduction in the form of FREE DELIVERY.

TRANSPORTATION CHARGES WILL BE PAID BY COLE to points in all states east of the Mississippi River, and north of and including Virginia and Tennessee.

Transportation by express, parcels post, truck or freight to be at the discretion of the Cole Nursery Co., except as noted in catalog. Heavy items out of the trucking zone will be sent by freight.

## For Obtaining Immediate Effects

Coles guarantee their plants to be of the finest quality. You will be pleased with the extra-strong, thrifty well-branched tops, and the heavy fibrous root systems. These plants will greatly surprise you with instantaneous grandeur and beauty.



## Cole's Golden Anniversary Offer No. 32

22 GLORIOUS SHRUBS - as pictured, using same size as in list opposite. Value \$16.10. Special Price \$8.90

## Cole's Golden Anniversary Offer No. 34.

22 glorious shrubs. Same as Offer No. 32, except that every shrub is one size larger. Beautiful specimens for immediate effects. Value \$16.10. Special Price \$11.90



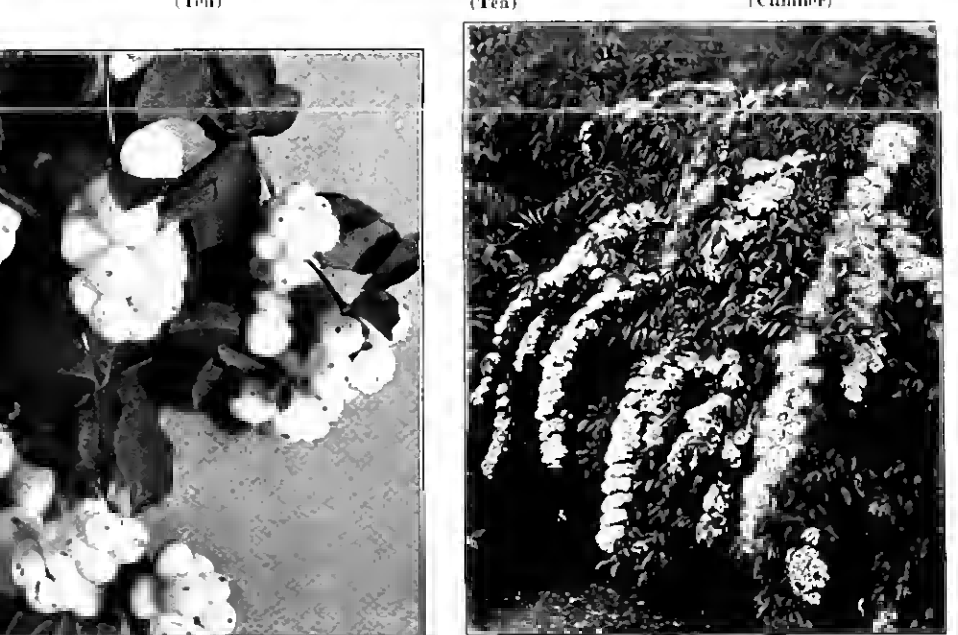
Pink Radiance (Tea) Mme. Jules Bonche (Tea) Elvira Aramayo (Tea)



La Fayette (Baby Rambler) Gruss an Triptiz (Tea) Betty Unriched (Tea)



Willowmere (Tea) Mme. Edouard Herriot (Tea) Aviator Heriot (Climber)



WHITE SNOWBERRY (Symphoricarpos racemosa) A favorite with all. Multitudes of waxy white fruits in late summer. Semi-dwarf. 18 to 24 in. reg. \$1.00; special, 90c each. 2 to 3 ft., reg. \$1.50; special, \$1.25 each.

NEW KOREAN BRIDAL WREATH (Opuntia elaeagnifolia) Sensational hardy variety with a profusion of bloom in June in graceful arching sprays. Tall, 18 to 24 in. reg. \$1.00; special, 90c each. 2 to 3 ft., reg. \$1.50; special, \$1.25 each.

## BEAUTY BUSH (Kolkwitzia amabilis)

Gorgeous hardy introduction of the greatest merit that has really taken flower enthusiasts by storm. Most gorgeous with clusters of grand pink flowers. Recently sold as high as \$5.00 each. 16-24 in. reg. \$1.10; special, 90c each. 2-3 ft., reg. \$1.75; special, \$1.40 each.

1 Hydrangea P. G.

2 Spirea Van Houttei

3 Lilac

4 Golden Elder

5 Weigela, Abel Carrieri

6 Dwarf Deutzia Gracilis

7 Japanese Barberry

8 Red-Leaved Barberry

9 Spirea Thunbergi

A. B. MONSEL COMPANY, HORTICULTURAL PRINTERS, ST. JOSEPH, MICH.